AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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SECOND BEST MAY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.9 million units in May for a fractional increase of 0.9% over the May 1986 level, reports the Association of Home Appliance Manufacturers (AHAM).

A strong rebound in seasonal home comfort appliances contributed to the increase over last year. May shipments of room air conditioners (654,700 units) increased by 45%, and dehumidifiers (113,900 units) by 34%.

Several other products showed noteworthy strength in spite of less dramatic percentage increases. It was the best May ever for electric dryers (254,300 units), the second best May for gas dryers (68,800 units) and the best May since 1973 for refrigerators (588,900 units).

Microwave oven shipments (807,300 units) were down 23.2% for the month, indicating a leveling off of consumer demand due to the increasingly saturated market. According to industry estimates, the percentage of U.S. households owning at least one microwave oven will exceed 70% by year-end.

Year-to-date shipments surpassed the same period of last year by over 1.5 million units for an 8.5% increase.

Especially strong year-to-date gains were recorded for: room air conditioners, up 32.8%; dehumidifiers, up 32.3%; compactors, up 25.5%; dryers, up 13.4%; and disposers, up 11.4%.

The latest forecast for 1987 calls for industry shipments of 45.4 million units, a gain of less than 0.9% over the 1986 record.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1987

	MAY			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,946.6	3,910.3	0.9%	19,458.8	17,934.8	8.5%
COOKING - TOTAL	1,051.6	1,294.0	-18.7%	5,973.9	6,000.8	-0.4%
ELECTRIC RANGES - TOTAL	256.0	257.4	-0.5%	1,344.8	1,283.3	4.8%
Free Standing	206.7	213.1	-3.0%	1,083.4	1,051.9	3.0%
Built-In	49.4	44.3	11.5%	261.4	231.4	13.0%
MICROWAVE OVENS/RANGES**	807.3	1,051.0	-23.2%	4,696.8	4,791.7	-2.0%
HOME LAUNDRY - TOTAL	774.8	767.9	0.9%	4,228.6	3,834.6	10.3%
AUTOMATIC WASHERS	451.7	459.0	-1.6%	2,376.6	2,201.5	8.0%
DRYERS - TOTAL	323.1	308.9	4.6%	1,852.0	1,633.1	13.4%
Electric	254.3	243.6	4.4%	1,445.4	1,280.1	12.9%
Gas	68.8	65.2	5.5%	406.7	353.0	15.2%
KITCHEN CLEAN UP - TOTAL	656.9	636.1	3.3%	3,615.0	3,301.1	9.5%
DISPOSERS	347.1	317.9	9.2%	1,880.5	1,688.5	11.4%
DISHWASHERS - TOTAL	293.9	301.1	-2.4%	1,641.9	1,538.9	6.7%
Built-In	276.9	283.8	-2.4%	1,540.5	1,443.0	6.8%
Portable	17.0	17.3	-1.7%	101.4	95.9	5.7%
COMPACTORS	15.9	17.0	-6.5%	92.6	73.8	25.5%
FOOD PRESERVATION - TOTAL	694.7	675.9	2.8%	3,050.0	2,846.0	7.2%
REFRIGERATORS	588.9	569.7	3.4%	2,575.8	2,393.6	7.6%
FREEZERS - TOTAL	105.8	106.3	-0.5%	474.2	452.4	4.8%
Chest	62.0	58.6	5.8%	264.6	245.2	7.9%
Upright	43.7	47.7	-8.4%	209.6	207.2	1.2%
HOME COMFORT - TOTAL	768.6	536.4	43.3%	2,591.4	1,952.3	32.7%
ROOM AIR CONDITIONERS	654.7	451.4	45.0%	2,174.1	1,636.7	32.8%
DEHUMIDIFIERS	113.9	85.0	34.0%	417.3	315.5	32.3%
GAS RANGES***	163.7	152.4	7.4%	844.7	763.5	10.6%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.